

The only real difference between first class travellers and first class idiots is **knowledge**

READER PROFILE

Personal data sourced from annual travel polls May-July

Primary source of brand information

Online Media: 91%
Print Media: 6.3%
Television: 2.7%

What do you primarily search for online?

Information / Reviews: 62.9%
Best Price/ Booking: 37.1%

Do you make travel decisions online?

Frequently: 85%
Sometimes: 12.5%

Where do you book?

Travel Agent / Offline: 62%
Online: 38%

Lifestyle / Travel & Work interests

Shopping: 61.9%
Culture / History: 58.4%
Spas: 54%
Adventure / Nature: 51%
Dining & Nightlife: 49.3%
Casinos: 22%
Conference / Meetings: 20.5%
Cruising: 20.2%
Golf: 18%
Diving: 15.1%

Purchase interests

over next 12 months
Mobile Phone / PDA: 44.3%
Luxury Fashion: 42.9%
Laptop: 41.2%
Video / Camera: 33.1%
Car: 32.4%
Flat / Holiday Villa: 26.1%
Duty-Free Alcohol: 22.9%
Medical Tour Package: 10.7%



Why Smart Travel Asia

- > SmartTravelAsia.Com is a pure online travel magazine
- > Over 1,000,000 unique quality readers worldwide annually
- > 60% based in Asia, 20% in USA, and 20% in UK/Europe
- > 13.56 air trips, US\$164,501 annual household income
- > High natural rankings on major search engines
- > Referrals from international publications, airlines, companies
- > Independent reviews help travellers choose the right brands
- > Focus on branding not clicks. Kids are clicky. Bankers are not.
- > Click farms pay kids, housewives to generate fraud clicks
- > Price is a function of brand value. Be Seen in quality space

A4 PAGE/ AIRLINE



A4 PAGE/ DESTINATION



A4/ TOP ASIAN HOTELS



2011 RATES

Contracted in US\$

FIXED BANNER

Fixed Banner Homepage
US\$6,000, 30 days. Inside
Page US\$5,000, 600x80
pixels, horizontal, max 25k.

ROTATING BANNER

Homepage US\$5,000, 30
days. Inside US\$4,000.

SKYSCRAPER

Vertical Banner Homepage
US\$8,000, 30 days. Inside
US\$7,000, 160x600px, 30k.

DISPLAY BOX

Inside Page 300x250px,
US\$6,000, 30 days, 40k.

MASTHEAD EAR

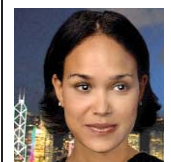
Homepage 110x110px
US\$4,000, 30 days. 15k.

BUTTON

Homepage US\$3,000, 30
days, 130x130px. Inside
US\$2,000, max 20k.

NEWSCASTER

Virtual talking news-
caster, US\$4,000, 30 days.



A4 ONLINE PAGE

US\$12,000 for 30 days.

TOP ASIAN HOTELS

By editorial invitation, a
premium global branding
A4 page online platform.



Dancing Wolf Media is a
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